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ROSES

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Regular Yearly
Issue. No. 1

WHOLESALE PRICE LIST
... TO THE TRADE ...

California Rose Co.

October 1
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POMONA
CALIFORNIA

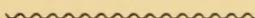
California Rose Company

POMONA, LOS ANGELES CO., CAL.

Largest Growers Ever-Blooming Field Roses in the World

WHOLESALE PRICE LIST

FIELD GROWN ROSE BUSHES ON OWN ROOTS



POMONA is located 30 miles east of Los Angeles on the Southern Pacific and Salt Lake Railroads. Western Union and Postal Telegraph Companies. Telephone connection to our nursery. We believe we have the best soil, climatic conditions, etc., to be found out of doors; otherwise we would not be here. Our stock promises to be exceedingly fine this season.

To the Trade:

We sincerely thank you who have purchased of us in the past and for your fair treatment and prompt liquidation of accounts. We solicit your future business, and assure you of our wishes to give you honest treatment and full value for prices charged every time. If you are not on our books as a customer, we want you there, and if you will favor us with at least a portion of your trade, we will try and demonstrate to you that we not only wish for your present but future business from season to season.

OWN ROOT ROSES.

They are shapely and symmetrical and never run to wild roses. The principal stock used for budding is Manetti; this stock generally suckers quite badly, and its nature is to go dormant, or partially so, during the winter; therefore it impairs the blooming quality of constantly flowering sorts and is undesirable. With the amateur grower who does not understand the care of a budded plant he will naturally allow it to sucker; this will shortly run out or kill the variety budded in and he then possesses nothing but a wild rose.

We ship to nearly every state in the Union, and have no difficulty in laying plants down at the Atlantic coast in perfect condition. We have a special way of light packing for express shipments (without boxing) and can reach most distant points by this method of shipping in the same length of time mail would be in transit.

THE OLD WOMAN WAY.—Down in "Dixie Land" they produce certain varieties of roses by taking LONG hardwood cuttings and planting directly in the field. This stock when dug has a LONG shank, making a cumbersome, ill-proportioned plant, neither suitable for potting, benching or a general shipping trade. Our roses are all grown from short soft wood cuttings, rooted in the sand.

TIME OF SHIPPING, TRANSPORTATION, ETC.

We can ship any time between December and April 1; we can not book orders for shipments earlier than December. Orders are booked in rotation as they are received; an order once booked and accepted is positively not subject to countermand under any circumstances, and all orders forwarded must be with this understanding.

ALL SHIPMENTS TRAVEL ENTIRELY AT EXPENSE AND RISK OF BUYER.

WE MAKE NO CHARGE FOR PACKING, BOXES, OR FOR DELIVERY TO FORWARDING COMPANIES. All quotations are on a basis of f. o. b. this city. All shipments by freight are released at a valuation of \$5.00 per cwt. unless otherwise instructed by the buyer. Express shipments are forwarded at "General Special" rate, and do not have to be prepaid. The better way for shipping a few hundred rose bushes is by express: there is no delay, no cartage to pay, and considering that we can pack for express transportation without boxing (freight shipments must be boxed) the difference in the cost of transportation by express over freight on ordinary quantities is so small that one can hardly afford to bother with slow and careless freight transit. Remember, express rates are "General Special," and if your local express agent does not understand it, refer him to his head office for "General Special" rate on "Shrubbery" agreed to by all the leading express companies. A general assortment of varieties packed light will weigh in the neighborhood of 300 to 350 pounds to the thousand plants—A grade.

We have had many years experience in packing for very long as well as short hauls and we think we know how, but if any buyer does not wish to take our judgment and desires us to vary from our regular mode of packing or give us any instructions about the same, it must be done at the time of making original order.

TERMS.

Terms of sale will be: Small lots cash with order; if ordered to be shipped "C. O. D." send one-half cash. To responsible parties known to us, terms will be 30 days from invoice; unknown customers, if immediate shipment is desired, should remit about one-half with order and submit bank references, thus avoiding delay in shipment. We desire to be entirely reasonable on terms of payment, but no fair-minded business man will object to our insuring ourselves against loss or slow accounts.

SUBSTITUTIONS, INSPECTION.

We do not substitute without permission. In case you would like a substitute rather than have your order shipped short, it is well to so properly designate the second choice on your order. This is to the interest of customers to remember when ordering well along in the season or the latter part of the season.

All our stock is inspected by proper authority when it is dug, and we have never shipped a plant which has thereafter been found unclean (so far as we know). If you wish certificates of inspection, so specify on your order, please.

FACILITIES.

We have an ample cellar and cool storage room for keeping stock in the best condition (superior to anything on the coast) and every plant is handled and packed under cover.

We are the only concern on the Pacific Coast in a position and with the experience to successfully ship roses four months of the year.

PLACE YOUR ORDERS AT ONCE AND BE SURE OF A PRIME LIST.

Quite a number of our customers will call to mind that seasons when they have put off ordering until the season was well along, we have frequently been unable to supply their full wants, making it unpleasant for them and ourselves.

GUARANTEE OF GENUINENESS.

While we exercise every possible care and diligence to have our plants true to label and hold ourselves in readiness, on proper proof, to replace any that may prove untrue to label, without charge or refund the amount paid for same, it is mutually agreed and understood between the purchaser and ourselves that this covers the full extent of our guarantee and responsibility in the premises.

COMPLAINTS.

If there are any just complaints to be made, of any nature whatever, the same must be forwarded to us **immediately upon receipt of the plants.**

GRADES.

A. This is our regular grade, and we believe good enough for anybody anywhere. All varieties except Teas and Hybrid Teas 24 to 30 inches of wood or more; Teas and Hybrid Teas, 15 to 24 inches of wood, or more.

B. This is a light grade stock, not good enough to go in "A," but no culs or trash. Good for immediate local trade, a mail order business, bedding, forcing, potting, etc.

C. We also make a grade not good enough to go in "B," which we call "C" grade; these plants will include everything as dug which do not go in the better grades; they are good for lining out, potting, etc., and rousing good value for the figure we make.

ALL ORDERS MUST BE IN MULTIPLES OF TEN.

NOTE.—The sizes specified are as stock is dug without being cut back or pruned; for the welfare of the stock we sometimes prune some sorts when dug, and when stock is not shipped until well along in the season, we generally remove any wood which ought to come off. We call attention to this, as after being pruned, some sorts might run under the specified size for that grade.

B AND C GRADES will be subject to shipment whenever dug and sorted up. It is of course problematical as to quantity we will have of grades B and C until stock is dug and graded, and orders for these grades be subject to what we have—orders being filled in rotation according to when booked.

PRICE LIST.

Date of Issue, October 1, 1908.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE AFTER DECEMBER 1.

Please make all orders in multiples of ten.

SPECIAL NOTICE.—The prices here named are for stock to be shipped during December or January.

The following prices will apply to not less than ten of a sort ordered:

PRICE PER 100—December or January Shipment.

	A.	B.
American Beauty H. P. Red	\$15.00	\$10.00
Antoine Rivoire H. T. Flesh	10.00	7.50
Anne de Diesbach H. R. Pink.....	10.00	7.50
Agrippina B. Red	8.50	6.00
Aug. Guinoiseau H. T. Flesh	10.00	6.00
Baby Rambler P. Red	7.50	4.00
Bardou Job B. Red	10.00	6.00
Baron de Bonstettin H. P. Red	10.00	7.50
Beauty of Glazenwood Bank Copper	10.00	6.00
Bessie Brown H. T. Flesh	10.00	6.00
Bride T. White	10.00	5.00
Bridesmaid T. Pink	10.00	5.00
Burbank B. Pink	8.00	6.00
Capt. Christy H. P. Pink	10.00	7.50
Catherine Mermet T. Pink	10.00	5.00
Cecil Brunner P. Salmon-Pink	9.50	5.00
Chromatella N. Yellow	10.00	6.00
Clara Watson H. T. Flesh	10.00	6.00
Climbing Belle Siebrecht H. T. Pink	10.00	6.00
Climbing Bridesmaid T. Pink	10.00	6.00
Climbing Cecil Brunner P. Salmon-Pink	10.00	6.00
Climbing Devoniensis T. White	10.00	6.00
Climbing Kaiserin H. T. White	12.00	7.50
Climbing Mad. C. Testout H. T. Pink	12.00	7.50
Climbing Malmaison B. Pink	10.00
Climbing Marie Guillot T. White	9.50	6.00
Climbing Meteor H. T. Red	10.00	6.00
Climbing Perle T. Yellow	10.00	6.00
Climbing Wooton H. T. Red	10.00	6.00
Coq. de Lyon T. Yellow		5.00
Dorotha Perkins P. Pink	10.00	6.00

	A.	B.
Duch. de Aurstaedt T. Yellow	15.00	10.00
Duch. de Brabant T. Pink	10.00	6.00
Duch. of Albany H. T. Pink	10.00	6.00
Etoile de France H. T. Red	15.00	10.00
Etoile de Lyon T. Yellow	5.50
Eli Beauvillian T. Buff, Climber	10.00	5.00
Francisca Kruger T. Copper-Pink	9.00	6.00
Frau Karl Druschki H. P. White	15.00	10.00
Gainsborough H. T. Flesh	10.00	6.00
Gen. Jacqueminot H. P. Red	10.00	7.00
Gen. McArthur H. T. Red	10.00	7.00
Gen. Robt. E. Lee T. Yellow	5.00
Gladys Harkness H. T. Pink	12.00	7.00
Glorie de Dijon T. Buff	10.00	7.00
Glorie de Margottin H. P. Red	10.00	6.00
Glorie des Rosamones	8.00	6.00
Gruss an Teplitz H. T. Red	10.00	5.00
Helen Gould H. T. Pink	10.00	6.00
Helena Canbier H. T. Yellow	10.00	6.00
Hermosa B. Pink	8.50	6.00
Homer T. Pink	8.50	6.00
Ideal H. T. Pink	15.00	10.00
Ivory T. White	12.00	8.00
James Sprunt B. Red	10.00	6.00
Joanne Wessenhoff H. T. Yellow	15.00	10.00
Jubilee H. P. Red	8.50	6.00
Kaiserin H. T. White	10.00	6.00
Killarney H. T. Pink	12.00	8.00
La Detroit H. T. Pink	12.00	8.00
Lady Battersea H. T. Pink	15.00	10.00
Lady Clanmorris H. T. White	10.00	7.00
La France H. T. Pink	10.00	6.00
Lamarque N. White	10.00	6.00
Laurette T. Cream	10.00	6.00
Mad. Abel Chatenay H. T. Pink	10.00	6.00
Mad. Alfred Carriere H. N. Cream	10.00	6.00
Mad. Car. Testout H. T. Pink	10.00	7.00
Mad. de Vatry T. Red	8.00	6.00
Mad. Lambard T. Red	10.00	6.00
Mad. Mina Brabanson Flesh	12.00	7.00
Mad. Wagram H. T. Shell-Pink	10.00	6.00
Magna Charta H. P. Pink	8.00	6.00
Maman Cochet T. Pink	5.00
Mar. Neil N. Yellow	6.00
Marie Van Houtte T. Straw-Pink Edge	10.00	6.00
Marshal P. Wilder H. P. Red	10.00	6.00

	A.	B.
Marquis de Querhoent T. Yel. and Cop.	10.00	5.00
March. of Lorne H. P. Pink	10.00	6.00
Meteor H. T. Red	10.00	6.00
Mrs. John Laing H. P. Pink	12.00	7.50
Mrs. Mawley T. Pink	10.00	6.00
Mrs. Robert Garrett H. T. Shell-Pink	10.00	6.00
Muriel Graham T. White	10.00	6.00
Papa Gontier T. Red	10.00	6.00
Paul Neyron H. P. Pink	10.00	7.00
Perle von Godesburg H. T. Yellow	15.00	10.00
Philemon Cochet T. Cream	10.00	6.00
Princess Bonnie T. Red	10.00	6.00
Prince of Bulgaire H. T. Yellow	10.00	6.00
Prince Camille de Rohan H. P. Red	10.00	7.00
Queen of Prairie	8.50
Rainbow T. Striped	10.00	6.00
Reine Marie Henriette T. Red	10.00	6.00
Reine Olga Wurtemburg H. T. Red	8.50	6.00
Reve d'Or N. Apricot-Yellow	10.00	6.00
Richmond H. T. Red	15.00	10.00
Safrano T. Yellow	5.00
Souv. du Pres. Carnot H. T. Flesh	10.00	6.00
Ulrich Brunner H. P. Red	10.00	7.00
Vick's Caprice H. P. Striped	10.00	7.00
Vis Folkstone H. T. Flesh	10.00	6.00
White Banksia Bank White	10.00	6.00
White Maman Cochet T. White	5.00
Wm. Allen Richardson N. Copper	10.00	6.00
Winnie Davis H. T. Salmon-Pink	12.00	7.50
Xavier Olibo H. P. Red	10.00	7.00

"C" Grade \$3.50 per 100 (not less than 100 sold).

Orders can not be booked in advance with any degree of certainty as to varieties for this grade. They will be packed up 20 in a bunch as fast as dug and will not be re-sorted thereafter. Therefore, if you order "C" grade, the varieties will be whatever we may happen to have.

Make all orders in multiples of ten for A and B grades and C grade in multiples of 20.

We are obliged to state that we can not book further orders on the following sorts in GRADE A before stock is dug to see how we come out. We, however, have a nice stock of GRADE B in these sorts:

Coquette de Lyon, Etoile de Lyon, Gruss an Teplitz, Pink and White Cochet, Mar. Niel, Marie Van Houtte, Marquis de Querhoent.

THE DETERIORATION OF ROSES BY FORCING.

THE CAUSE AND THE REMEDY.

A paper read by Antoine Wintzer, West Grove, Pa., at the meeting of the Philadelphia Florists' Club, June 4, 1907.

Are our roses deteriorating, or is it imaginary on our part? The real or supposed deterioration of roses is the subject of considerable discussion whenever practical rose men meet at conventions or clubs. To me has been assigned by the honorable members of the Philadelphia Florists' Club the task of solving this rather knotty problem. Now while a man may give his own reasons on any subject it does not follow that he is right, and his experience may be at variance with that of others.

My honest opinion is that a great many varieties of roses have deteriorated. Why have they done so? I believe the main causes to be over propagation, unnatural conditions in growing the stock plants, under and over watering, over feeding and various other causes too numerous to mention. We must also bear in mind the fact that thousands of new roses and types of roses have been originated during the past 25 years or more, less than two per cent of which are heard of 10 years after.

The hybrid tea roses, to the production of which rose breeders are now devoting so much attention, were an unknown factor 35 or 40 years ago. The breeders at that time were disseminating more H. P. varieties than all the other classes combined, the majority of which were introduced by Verdier of Paris. It was through the efforts of the late Henry Bennett that the hybrid tea class had its beginning, wherein Bennett gave us beautiful varieties in form and color. Nearly all his productions were lacking in vigor, and to a greater or less extent this has been the case with the majority of the hybrid tea roses since. Practical experience has shown that only a limited number of this class are strong when field grown in this latitude. In a great many sections of the south and the Pacific states they seem to grow and thrive better than in this section, although even in those favored locations they are not entirely immune from black spot.

Now what are the lessons the propagator can learn from observation?

- (1) Secure the best and most healthy field-grown plants for propagation.
- (2) Grow cuttings from such under natural conditions and continue on the plan for a number of years and the result will be that the roses so grown will not deteriorate. But it is of vital importance that the very best plants should be selected for breeders. This, in fact, is the secret of the whole matter: start right, keep on the right track, and you will stay right, and the stock you grow will be right.

Now in conclusion permit me to ask how many growers are there in the business in the position to do this?

WE ARE "IT" FOR ONE.

CALIFORNIA ROSE COMPANY.

Young Roses

From 2 1-4 Inch Pots

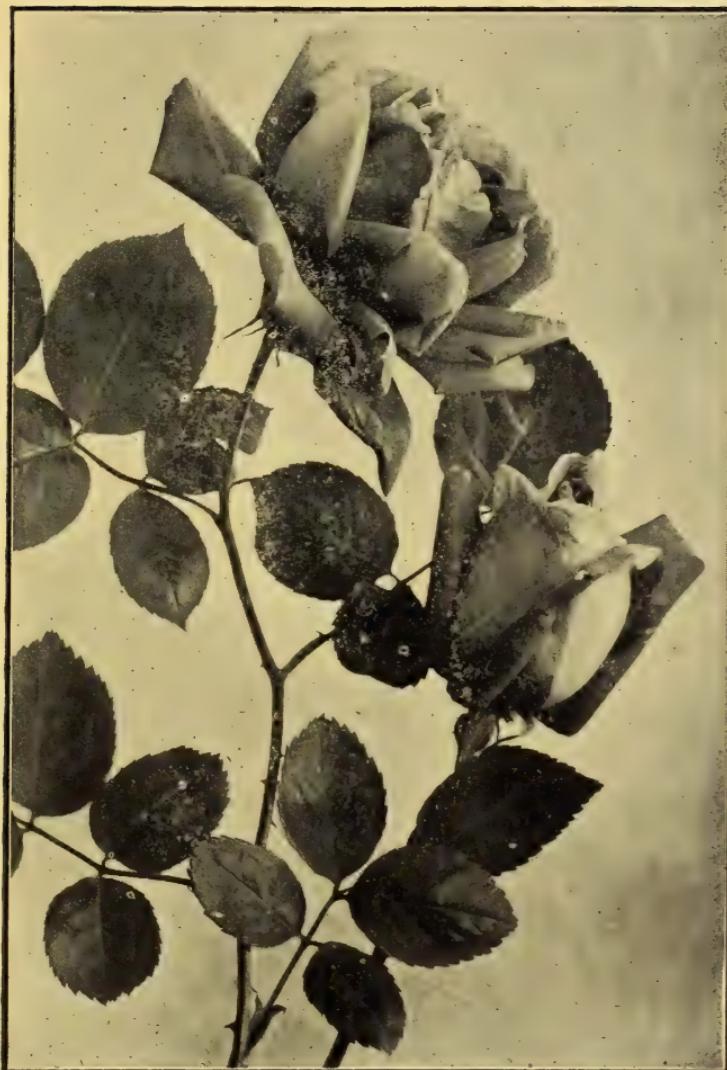
We will be ready to begin shipping young roses about November first. We shall have a large stock, a fine assortment of varieties and the prices **RIGHT** for **RIGHT STOCK**.

All Plants Will Be from 2 1-4 Inch Pots Unless Otherwise Specially Agreed Upon

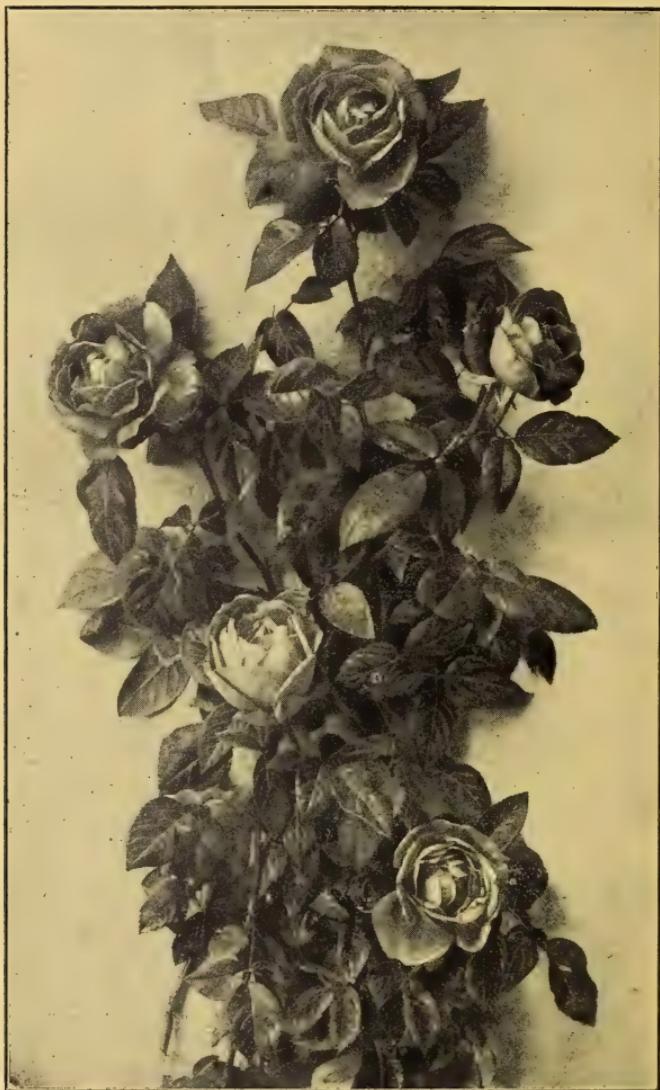
Any customer wishing plants which have not been potted or prices on same will please so specify in correspondence.

REMEMBER that all our wood for propagating is taken from blooming plants growing in the field. We know from experience that this beats the eastern proposition of taking wood from forced plants under glass.

PLEASE SEND US YOUR LIST OF WANTS IN YOUNG
ROSES FOR PRICING,

**ETOILE DE FRANCE. (H. T.)**

A new French Rose which has jumped into popularity quicker than any rose of recent introduction. It is essentially a garden rose, being a good grower and clean, symmetrical style; pretty foliage with bloom of much substance and staying qualities. The color is an ideal rich red, with no maroon or dirty purple about it; of good size, well formed, full; very handsome both in bud and open flower. A continuous and strong bloomer. Nurserymen and Florists will make no mistake in talking this rose BIG and pushing its sale.

**ULRICH BRUNNER**

We regard this as the best all round red H. P. grown. It might be called an everblooming Hybrid Perpetual.



CLIMBING MME. CAROLINE TESTOUT. (H. T.)

A sport from the bush sort of the same name; bloom identical with its parent. One of the strongest growers in the climbing family of roses. A plant of this in full bloom is one of the most pleasing sights we know of in the way of climbing rose; bloom is very large; color, a solid cerise pink and does not fade.



MADAME CECILE BRUNNER. (P.)

Plant of dwarf growth, excellent for bordering. Color, salmon-rose. We think, the most beautiful and lovely of the miniature roses. Very fragrant.

